

#### Abstract of Disclosure

A sheet feeder is provided, which includes: a sheet feed member and a separating member which form a nip portion by pressing each other, the separating member rotates following the sheet feed member when a first recording sheet is inserted into the nip portion, and rotates reversely when a second recording sheet is inserted while being stacked under the first recording sheet; a sheet detection unit which detects the recording sheet inserted into the nip portion; a direction detection unit which detects a rotation direction of the separating member; and a separating force adjusting unit which gradually increases a reverse rotation torque of the separating member from a initial torque after the sheet detection unit detects the recording sheet, and stops the increase of the reverse rotation torque to maintain the reverse rotation torque when the direction detection unit detects reverse rotation of the separating member.